

GIVE TO MEET THE NEED!



The Spirit of Indianapolis

What is this Spirit of Our City? Actually it is what **YOU** do **NOW**—multiplied by the acts of others. The eyes of the country are on **YOU** and Indianapolis in this great community effort to take care of our **NEEDS**. If **ALL** of us—including **YOU**—give to our utmost—these growing **NEEDS** can be met 100 per cent! And Your Spirit can proudly face the world saying—"Indianapolis **MEETS** the **NEED!**"

What about the **FUTURE** of Indianapolis? If **You** fail **NOW** to take care of building the character of **OUR** Citizens of Tomorrow, the bill in Taxes and Crime will grow to cost you **MORE!** Fifteen thousand growing Boys and Girls can be guided through your Fund Agencies to build the Future Community through Citizens who can help **You GIVE!** Epidemics of Ignorance and Crime cost more than any disease.

NEEDS GROW! This Year Your Community Fund Agencies gave 25,615 days' care to desperate Mothers and Babies, 391,706 days' care to deserted Little Children, 46,957 days' care to feeble Old People, made 69,721 visits to the Sick, helped rebuild 3,850 Destitute Families, gave 260,445 meals and 118,946 lodgings to Homeless Men and Women. And higher costs increase these **NEEDS!** **NOT ONE CENT YOU GIVE WILL BE WASTED!** Tax money will not be duplicated. Agency requests have been cut. Campaign costs are cut under 4 per cent. Administration costs for the year are cut under 4 per cent. Everything **YOU** give will go to **MEET** the **NEEDS!**

These Growing **NEEDS**
Set This Year's Goal

\$721,287

\$420,410

total amount raised
on Friday's report

*Without **YOUR** Utmost Gift
These **NEEDS** Cannot Be Met*

Reports of thousands of Volunteer Workers show that **ALL** must Give to the Utmost if these **NEEDS** are met! Are **YOU** Giving to Your Utmost? In this great effort Citizens of every position—of every race and creed—are giving their time and money. Even these advertisements are donated by friends of the fund. It may be that no one has called on **YOU**. Take a moment to call **Riley 2406** and a volunteer worker will see you. If you have any doubt or question about any detail of this work, call, write or come to Community Fund Headquarters at 406 Majestic Building and get the **FACTS**. The Spirit of Indianapolis calls—"GIVE to **MEET** the **NEED!**"

YOUR COMMUNITY FUND
THE HEART OF YOUR CITY

